**March Field Work Talking Points (Heavy Push/Get out the count)**

**Conversation starter 1: “Invitations to complete the census go out this month. Do you have any questions about the census that would help you make a decision?**

**Conversation starter 2: “Invitations to complete the census go out this month. You can fill the census out online, via the telephone, or through a paper questionnaire. Have you received yours yet?”**

**Have you decided which option you will use?”**

**Yes**: Great!

**No:** Do you have any questions about the census that would help you make a decision?

**TP1**: **What is the census?**

The US Constitution requires a headcount of everyone in the USA, and covers the entire country, state, city, and town – this happens every 10 years.

**Why does the census matter?** *(think about reasons that would be most compelling to the communities you serve and write them here)*

* **Reason 1:**
* **Reason 2:**
* **Reason 3:**
* Our census counts affects every day services and resources we all come to rely on. This includes where new businesses open, funding for MiChild/Medicare/Medicaid, funding for education programs (Head Start, special education, and Title 1).

**TP2**: Filling out the census benefits our families and communities. If you’ve ever driven on a road or highway, visited a library, received medical care, or eaten school lunch, you are feeling the direct impact of census data.

**TP3**: To make sure our communities are heard, your household needs to complete the census. That means one person at the address fills it out on behalf of everyone there. And remember the census only happens every ten years, so don’t forget to include the kids in your house, too! Everyone who stays in the house counts.

**TP4**: Talk to folks about the census at your job, place of worship, at your kid’s school, where you volunteer or in the grocery store line. The more people we count in our community, we make sure we get our fair share of resources and representation.

**“The census is only 9 questions, and takes less than 10 minutes to complete. Our kids/families/community are definitely worth 10 minutes!”**

**TP5**: The census is confidential, personal information cannot and will not be shared with any agency including the FBI, ICE or DHS. And your federal tax dollars will come back to Michigan.

The census collects basic information such as name, age, sex, race and ethnicity, the relationship of household members, and homeownership status.  The census will **NOT** ask you about your citizenship or immigration status, or things like income, education level, or for your social security number.

**TP6**: You can respond online or by phone in English or in 12 additional languages. A video in American Sign Language (ASL) is available to guide you through responding online. You can also respond in English by TDD at 844-467-2020.

If you need additional assistance: Braille and large print guides are available online to assist with completing the paper questionnaire. Census takers are available who can communicate in ASL and additional languages. When the census taker visits to help you respond, you can request that another census taker who communicates in ASL returns or have another member of your household interact with the census taker.

**Check out** [**www.MIVoiceCounts.org**](http://www.MIVoiceCounts.org) **to see sample questions and check out more information about census 2020.**

**TP7:** Think you might have missed/thrown out the initial invitation for the census? Don’t worry! The Census Bureau will send you reminder letters and postcards throughout the month of March, so keep your eye out for the mailing! It’ll give you directions on how to fill it out online, as well as your household’s unique ID code. The paper questionnaire will be mailed to you in mid-April if you don’t respond online or over the phone by then.

**TP8: You can fill out the census without your unique ID code.** The online questionnaire can be completed on a smartphone, or computer, and Internet kiosks may be available at DHHS offices, libraries and other community centers. If your household doesn’t respond to the initial census invitation, you will be given the opportunity to complete the census through the traditional paper questionnaire.